

Inside Outdoor

July 2009

Providing news and analysis on the Australian outdoor media industry

This month's edition features • NSW Police – Missing Persons Week • OHS • MOVE update

NSW Police – Missing Persons Week

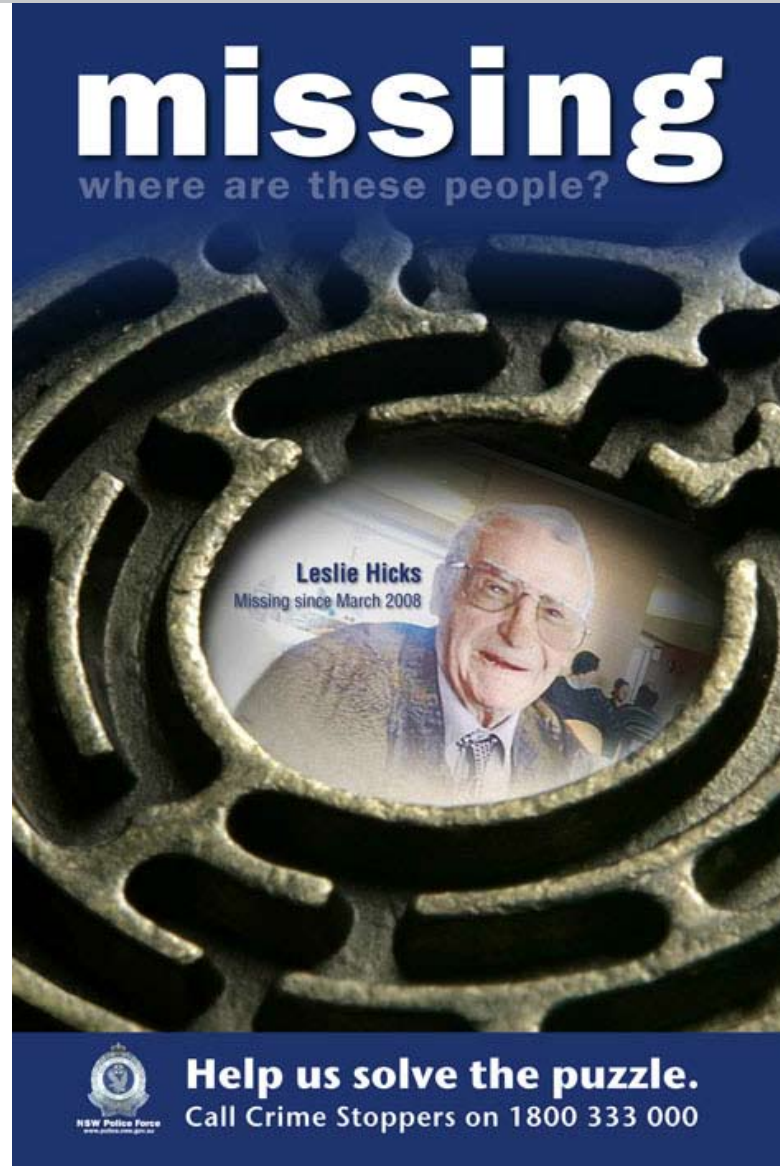
The Outdoor Media Association has teamed up with NSW Police to promote National Missing Persons Week from 2nd–8th August 2009.

Several Sydney media sites across a range of formats and locations have been donated by OMA members to promote the week. These include a large supersite, bus shelters, airport and shopping centre displays.

Approximately 35,000 people are reported missing each year in Australia. That is equivalent to one person every 15 minutes. Ninety-five percent of missing persons are found within a short period of time (usually within a week).

The focus for National Missing Persons Week this year is on **older people with dementia or memory loss as a key group at risk of going missing**. Memory loss and wandering are the more common symptoms of dementia which often lead to the disappearance of an older person.

The missing person chosen by the Missing Persons Unit involves the case of Leslie Hicks, from the Woonona area (Wollongong), who has been missing since March 2008. Leslie was 81 years old when he went missing last year and suffers from mild dementia.



missing
where are these people?

Leslie Hicks
Missing since March 2008

NSW Police Force
www.police.nsw.gov.au

Help us solve the puzzle.
Call Crime Stoppers on 1800 333 000

Outdoor revenue – half-yearly performance

The outdoor media industry experienced a fall in net media revenue of 13.5 per cent during the first half of 2009, attracting \$188.3m compared to \$217.7m for the same period last year.

The result reflected the general slump in the advertising market which started to impact operators towards the end of last year.

It was further exacerbated by the very strong growth experienced in the first half of 2008 which set half yearly growth at more than 13 per cent.

OMA CEO Helen Willoughby said members had reported a number of factors as contributing to the decline in performance including the misperception among some advertisers that outdoor

media required very long lead times and could only be used as a brand medium.

“The absence of audience measurement has been another impediment, but one which will be soon offset by the introduction of MOVE,” Ms Willoughby said.

State round-up

An OMA regulatory affairs update

National

National Preventative Health Taskforce

The taskforce's final paper is understood to be with Health Minister Nicola Roxon awaiting her approval for public release. Speculation is that it will recommend a ban on alcohol sponsorship associated with sport. The OMA made a submission to the taskforce advising of its own policy to limit alcohol advertising near schools.

NSW

Digital displays

The OMA is actively lobbying for reasonable regulation on digital displays to be agreed by the RTA and the Dept of Planning, as part of the final stages of the review of advertising rules under SEPP 64.

RTA road safety representatives are relying on a US report released in April 2009 by Human Factors expert Jeremy Wachtel to argue longer duration times for electronic images. The OMA has provided a paper to the RTA outlining the various jurisdictions regulations/guidelines which mostly include less than 10 second duration periods for digital displays.

Driver behaviour research project

Planning is underway to commence a pilot project in August, and then fieldwork in September, for the OMA's new behavioural study on driver performance in relation to advertising and road traffic signage.

QLD

DMR briefing

The OMA and a number of member representatives attended a briefing on 15 July by the Department of Main Roads at which the DMR outlined their proposed plan for regulating advertising near motorways and freeways. The OMA is coordinating member comments on the plan. It is also awaiting advice on DMR's approach to advertising on other roadsides.

VIC

Taxi advertising

The Minister for Transport's office is currently reviewing Departmental advice in response to the OMA's request that it revise its policy prohibiting advertising on taxis. The OMA is expecting a response from the Minister's office in the near future.

MOVE update



Significant progress has been made on correcting errors identified by operators in their comprehensive review of the MOVE data which was released earlier this year.

Errors have been defined as any results for individual advertising faces that do not make logical sense given their location and site characteristics.

At the same time, several improvements have been made to the MOVE software that will be used by operators and media buyers to access the system. These changes will ensure the software is easy

to use and can perform the multiple tasks required to plan cross-format outdoor media campaigns.

Thank you to all operators who spent a considerable number of weeks sifting through data and testing software.

The next step for MOVE involves re-processing data market by market to enable a final review and testing of results in preparation for the system's launch to market.

OHS

The WorkCover funded video and workbook training for production and installation supervisors is now available online at the OMA's website www.oma.org.au in the members only section. If you don't have a login and would like to access the training, please contact Rosemary on (02) 9357 9900 for a guest login.

The resources include a general introduction to the principles of risk management, plus specific tailored workbooks and video modules for

production or installation staff on manual handling, personal protective equipment, working with hazardous materials, and working at heights. To use the training to its best effect you should download the workbook first, then view the video when prompted.

Thanks to OMA members USI, Cactus Imaging and JCDecaux for their invaluable assistance in developing these resources, as well as APN Outdoor, EYE, TorchMedia, and oOh!media for their ongoing assistance in all things OHS.

Out There

Local

TorchMedia and Colgate have teamed up to implement a new in-store advertising concept at the shelf in Woolworths supermarkets nationwide.

The new 'squeeze and sniff' Shelf execution was developed for the Cold Power Pure Essentials new range of fragranced washing detergents, and has been rolled out across 400 Woolworths stores. The TorchMedia Shelf unit contains a squeezable fragrance dispenser, engaging shoppers when they are making their purchase decision and encouraging trial of the new Pure Essentials product.



International

Bleeding billboard

New Zealand has come up with a bleeding billboard in an attempt to slow drivers when it is raining. The billboard shows a child's face. When the rain starts the ad leaches a red liquid resembling blood from the child's eyebrows, nose and ears. It was created to promote a safe driving campaign over the Easter and Passover holiday, in which there have been numerous fatal accidents in previous years, especially in rainy conditions.

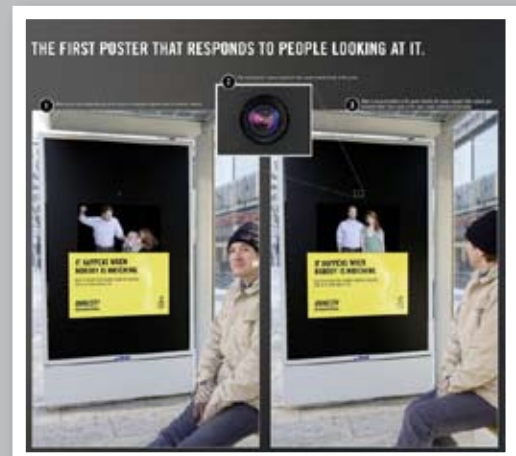
According to 3 News in New Zealand, the advertising agency that was given the challenge of creating the billboard, Colenso BBDO, said the goal was to reduce the road toll by creating maximum awareness through unease. The catchcry at the bottom of the billboard is: "Rain changes everything. Please drive to the conditions." Since the billboard has been erected there have been no deaths in the area.



When nobody is watching

Amnesty International has installed a new anti-domestic-abuse ad fixture in Hamburg, Germany which is both clever and shocking. When you look at the photo, it's a smiling couple; when you look away, the image changes to the man punching the woman.

The billboard works by scanning its proximity with an eye-tracking camera, which triggers an image switch on the display panel when it senses someone looking at it. The change only occurs after a brief delay, so that observers understand what's going on, and get the message. The tagline is "It happens when nobody is watching."



Interactive digital billboard

Glacéau Vitaminwater launched a summer out-of-home campaign with a series of high-profile billboards displaying cheeky messages that specifically referenced individuals in the vicinity and encouraged them to interact. The aim was to show the personality of the brand and differentiate it from the multitude of other water brands on the market.

One digital billboard in London's Piccadilly Circus targeted a man taking a photo with the message: "Hey you in the pink top. Yeah you taking my photo. Say cheeese!" Another example which can be viewed on **You Tube** shows a crowd doing the conga after the following message appeared:

*"hey you cool kids
yeah! all of you with
your rucksacks on
on your feet!
line up!
great, now lets see
the conga"*

